

-23-

**REDUCING BURN-IN ASSOCIATED WITH MISMATCHED VIDEO IMAGE/DISPLAY ASPECT RATIOS**

**ABSTRACT**

A method, apparatus, and system for reducing burn-in associated with mismatched active image and video display aspect ratios is disclosed. Burn-in, which may occur from displaying a full widescreen image on a standard display or displaying a full standard image on a widescreen display, is reduced by shifting, over time, the position of the full images within the displays.